

## CLAIMS

1. An information delivery system for causing a receiving terminal to conduct pre-reading processing prior to data reproduction processing, select suitable data from a candidate program head data group in a received data storage and reproduce the selected data at time of reproduction, and  
5 change over reproduction data at time when following data is delivered from a transmitter,

wherein

the receiving terminal comprises:

10 a request transmitter for transmitting a sequence transmission request to the transmitter to specify a sequence to be reproduced and outputting identification information of the sequence to be reproduced;

a reproduction sequence selector for reading out head sequence data of a sequence requested to be reproduced, from the received data storage;

15 means for receiving following sequence data from the transmitter;

a switcher for changing over between the head sequence data and the following sequence data; and

a decoder for reproducing sequence data supplied from the switcher, and

20 the transmitter comprises:

a transmitting sequence selector for receiving the sequence transmission request from the receiving terminal, reading out a following portion of the head sequence data included in sequence data of the sequence requested to be reproduced, from a transmission data storage, and  
25 delivering the following sequence data to the receiving terminal.

2. The information delivery system according to claim 1, wherein the receiving terminal further comprises:

a candidate program determiner for transmitting candidate program request information to the transmitter; and

means for receiving the candidate program head data group from the transmitter and storing the candidate program head data group in the received data storage, and

the transmitter further comprises:

a candidate program head data reader responsive to reception of the candidate program request information from the receiving terminal, for reading out a head data group of a candidate program from the transmission data storage and transmitting the candidate program head data group to the receiving terminal.

3. The information delivery system according to claim 1 or 2, wherein

the sequence transmission request transmitted by the receiving terminal further comprises environment information concerning a current reproduction environment of the receiving terminal, and

when reading out the head sequence data from the received data storage, the reproduction sequence selector reads out the head sequence data having a data format most suitable for the current reproduction environment from the received data storage.

4. The information delivery system according to claim 1 or 2, wherein

the head sequence data further comprises management data for managing delivery service,

upon reproducing the head sequence data, the receiving terminal transmits the management data to the transmitter, and

the transmitter determines an optimum data format of following

data and delivers sequence data, on the basis of received management data.

5. An information delivery method for causing a receiving terminal to conduct pre-reading processing prior to data reproduction processing, select suitable data from a candidate program head data group in a received data storage and reproduce the selected data at time of reproduction, and change over reproduction data at time when following data is delivered from a transmitter,

the information delivery method comprising the steps of:

causing the receiving terminal to transmit a sequence transmission request to the transmitter to specify a sequence to be reproduced;

causing the receiving terminal to read out head sequence data of a sequence requested to be reproduced, from the received data storage and reproduce the sequence data;

causing the transmitter to receive the sequence transmission request, read out a following portion of the head sequence data included in sequence data of the sequence requested to be reproduced, from a transmission data storage, and delivering the following sequence data to the receiving terminal;

causing the receiving terminal to receive the following sequence data and change over between the head sequence data and the following sequence data; and

reproducing the following sequence data.

6. The information delivery method according to claim 5, further comprising the steps of:

causing the receiving terminal to transmit candidate program request information to the transmitter;

causing the transmitter to receive the candidate program request

information, read out a head data group of a candidate program from the transmission data storage, and transmit the candidate program head data group to the receiving terminal; and

- causing the receiving terminal to receive the candidate program  
5 head data group and store the candidate program head data group in the received data storage.

7. The information delivery method according to claim 5 or 6,  
wherein

- the sequence transmission request transmitted by the receiving  
10 terminal further comprises environment information concerning a current reproduction environment of the receiving terminal, and

when reading out the head sequence data from the received data storage, reading out head sequence data having a data format most suitable for the current reproduction environment from the received data storage.

- 15 8. The information delivery method according to claim 5 or 6,  
wherein

the head sequence data further comprises management data for managing delivery service,

- upon reproducing the head sequence data, the receiving terminal  
20 transmits the management data to the transmitter, and

the transmitter determines an optimum data format of following data and delivers sequence data, on the basis of received management data.

9. An information delivery apparatus serving as a transmitter  
included in an information delivery system for causing a receiving terminal  
25 to conduct pre-reading processing prior to data reproduction processing,  
select suitable data from a candidate program head data group in a received data storage and reproduce the selected data at time of reproduction, and

change over reproduction data at time when following data is delivered from the transmitter, the information delivery apparatus comprising:

a candidate program head data reader responsive to reception of the candidate program request information from the receiving terminal, for  
 5 reading out a head data group of a candidate program from the transmission data storage and transmitting the candidate program head data group to the receiving terminal; and

a transmitting sequence selector for receiving a sequence transmission request specifying a reproduction sequence in the receiving  
 10 terminal from the receiving terminal, reading out a following portion of the head sequence data included in sequence data of the sequence requested to be reproduced and previously sent to the receiving terminal from a transmission data storage, and delivering the following sequence data to the receiving terminal.

15 10. A receiving terminal included in an information delivery system for causing the receiving terminal to conduct pre-reading processing prior to data reproduction processing, select suitable data from a candidate program head data group in a received data storage and reproduce the selected data at time of reproduction, and change over reproduction data at  
 20 time when following data is delivered from the transmitter, the receiving terminal comprising:

a candidate program determiner for transmitting candidate program request information to the transmitter;

means for receiving the candidate program head data group from  
 25 the transmitter and storing the candidate program head data group in the received data storage;

a request transmitter for transmitting a sequence transmission

request specifying a reproduction sequence to the transmitter and  
outputting identification information of the sequence to be reproduced;

a reproduction sequence selector for reading out head sequence data  
of a sequence requested to be reproduced, from the received data storage;

5 means for receiving following sequence data from the transmitter;

a switcher for changing over between the head sequence data and  
the following sequence data; and

a decoder for reproducing sequence data supplied from the switcher.

11. An information relay apparatus included in an information  
10 delivery system for causing a receiving terminal to conduct pre-reading  
processing prior to data reproduction processing, select suitable data from a  
candidate program head data group in a received data storage and  
reproduce the selected data at time of reproduction, and change over  
reproduction data at time when following data is delivered from the  
15 transmitter, the information relay apparatus comprising:

a received data storage for storing head sequence data, the head  
sequence data being head data of a sequence; and

a reproduction sequence selector for receiving a sequence  
transmission request specifying a reproduction sequence in the receiving  
20 terminal, reading out corresponding head sequence data from the received  
data storage, and transmitting the corresponding head sequence data to the  
receiving terminal.

12. The information relay apparatus according to claim 11, further  
comprising a request transmitter for generating a sequence transmission  
25 request to specify a reproduction sequence in the received terminal and  
transmitting the sequence transmission request to the transmitter.